

# **EXHIBIT 67**

## **REDACTED**

**Open Questions / Use cases**

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**10/1**

**Limiting number of House LI**

- Legal / competition risk if we are seen to be [REDACTED]
- Comm / PR risk, how do we justify?
- Could this be a policy?
- **Action Item**
  - Look into messaging
  - Look into limit
  - Follow-up conversation with [REDACTED] on competition risk
- Only product restriction is [REDACTED] [REDACTED]

[REDACTED]

**9/30**

**[REDACTED] Renewal Negotiations - Redlines**

[REDACTED]

- Working document
- Redlines can't be met. Are they just provoking a response? [REDACTED]

[REDACTED]

◦

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]

[REDACTED]

- Contract expires on 11/30
  - We can decide what to do if no agreement
  - Agreed we will treat them as any partner of equal size [REDACTED] → i.e. same contract as before [REDACTED] Ok to renew these terms (not removing anything from what they have today, [REDACTED])
    - Need to understand what when to GPX wrt prices? Pre-approval already done. **Can add end date to PA /PD rates?**
  - But no other 'special conditions' → [REDACTED], PM, Sales ([REDACTED]) aligned
    - Not willing to negotiate --> NC team to send an update to [REDACTED]
  - What if they ask for short extension? E.g. 6 months renewal
    - [REDACTED]
- [REDACTED] I questions. Unless [REDACTED] clarify they are related to the contract

[REDACTED]

- Use cases
  - [REDACTED]
  - Who bought inventory in advance vs programmatically
  - Who is bidding on inventory →
- One step forward , two step back
- Project to improve reporting infrastructure
- Will frustrate that process.
- Ambition to use use it

- Follow-up with fields.

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- Use cases
  - Top advertiser [REDACTED] Need every country
    - Geo (+++)
    - Device type (+++)
  - Intent to buy on [REDACTED]
  - Understand inventory
  - Crux audience segments [REDACTED]
    - Can allow some segments of values . Will look into it
- **Isn't our data? We apply privacy concerns and don't need you to be our regulators.**
- Joining gives flexibility
  - AdUnit useful
  - Seller reserve price
- **Request - Notify when we discontinue the file**
- Understand environment , advertiser / level info
- [REDACTED]
  - [REDACTED]
  - [REDACTED]
- Bid advertisers
  - Useful to evaluate intent to buy on the [REDACTED]
- **We can protect the privacy, what we believe in the [REDACTED]**
- [REDACTED]- What advertiser

9/10

- [REDACTED] - Does it matter if [REDACTED] is mad? They'll complain anyways
- As long as we don't have any ac reason for making the chang and an argument / story (user privacy) → That's what important.
  - Balance interest of bidder / publishers. Difficult decision. This is where we landed.
- [REDACTED]

[REDACTED]

[REDACTED] notes: The Bid DT changes are going to be disruptive to [REDACTED] yield management practices, and their measurement of success from their internal ad network, [REDACTED]

Follow up email from [REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
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[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

- Bid density
- Wants to see (opportunity lost on direct campaigns)
- Price it sold for and prices it could have sold for (via EB, but also HB and guaranteed ). [REDACTED] [REDACTED] [REDACTED]

■ [REDACTED]  
■ [REDACTED]  
■ [REDACTED]

- Can we look into providing this???

- How is this different from [REDACTED]
- [REDACTED]

- [REDACTED]
- Dimension
  - KeyValue
    - Search "Geos" >> contextual site
  - Geo
- Ability to run YM depends on this joining→ Will get to [REDACTED]

9/3

**1P Review**

- Concerns user data can be leaked via sharing HOB with buyers
- [REDACTED] Needed to look into 'mitigating' leaks risks
- What if we see a trainwreck? What are our options? Do we feel confident 10% numbers will hold @100%?
  - Think our bidding can adapt. Think equilibrium should be similar.
  - Need comms flexible in comms to leave room for plan B)

8/29

**Affected pubs analysis**

- [REDACTED]
- [REDACTED]
- Ordered list of rules to look at thha are impactful → and are causing too many bids to be rejected

8/27

**1P Launch PR / marketing**

- Comms to publishers → A week before launch. ETA 9/3 (go no go) 9/4 (email) --> 9/10 (20 -30%) → 9/18 (95%)
- PR would like to pre-brief press, ideally sharing some high level stats
  - E.g neutral to positive
  - Uptick in queries won by [REDACTED]
- Want to do Blogpost + Interviews [REDACTED]
- Don't want 2 news cycles. First might be dominated

8/26

**Remnant line items exclusion checkbox** [REDACTED]